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WHOLESALE TRADE

Discount $33\frac{1}{3}\%$

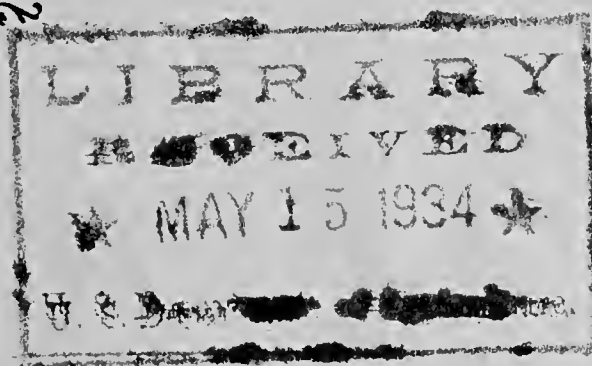
CASH DISCOUNT

Payment with Order

10%

These discounts apply only for spring 1934
and are subject to change or withdrawal
without notice

See Schedule Enclosed



PRINCETON NURSERIES

Princeton, New Jersey

Telephone Princeton 1776

FOR YOUR CONVENIENCE

To quickly determine your net price of $33\frac{1}{3}\%$ discount from the retail catalog price, refer to the following list.

RETAIL PRICE	LESS $33\frac{1}{3}\%$	RETAIL PRICE	LESS $33\frac{1}{3}\%$
.08	.05 $\frac{1}{2}$	4.70	3.13 $\frac{1}{4}$
.09	.06	4.75	3.16 $\frac{1}{2}$
.10	.06 $\frac{1}{2}$	5.00	3.33 $\frac{1}{4}$
.12	.08	5.25	3.50
.14	.09 $\frac{1}{4}$	5.30	3.53 $\frac{1}{4}$
.15	.10	5.50	3.67
.16	.10 $\frac{1}{2}$	5.75	3.83 $\frac{1}{4}$
.17	.11 $\frac{1}{4}$	6.00	4.00
.20	.13 $\frac{1}{4}$	6.25	4.16 $\frac{1}{2}$
.22	.14 $\frac{1}{2}$	6.50	4.33 $\frac{1}{4}$
.23	.15 $\frac{1}{4}$	6.70	4.46 $\frac{1}{2}$
.25	.16 $\frac{1}{2}$	6.75	4.50
.30	.20	7.00	4.67
.35	.23 $\frac{1}{4}$	7.50	5.00
.37	.24 $\frac{1}{2}$	8.00	5.34
.45	.30	8.25	5.50
.55	.36 $\frac{1}{2}$	8.50	5.66 $\frac{1}{2}$
.60	.40	9.00	6.00
.65	.43 $\frac{1}{2}$	9.35	6.23 $\frac{1}{4}$
.70	.46 $\frac{1}{2}$	9.50	6.34 $\frac{1}{2}$
.75	.50	9.75	6.50
.80	.53 $\frac{1}{4}$	10.00	6.67
.85	.56 $\frac{1}{2}$	10.50	7.00
.90	.60	11.00	7.34
.95	.63 $\frac{1}{4}$	11.25	7.50
1.00	.66 $\frac{1}{2}$	11.50	7.67
1.10	.73 $\frac{1}{4}$	12.00	8.00
1.15	.76 $\frac{1}{2}$	12.25	8.16 $\frac{1}{2}$
1.20	.80	12.50	8.33
1.25	.83 $\frac{1}{4}$	13.50	9.00
1.30	.86 $\frac{1}{2}$	14.00	9.16 $\frac{1}{2}$
1.35	.90	14.25	9.33
1.40	.93 $\frac{1}{4}$	14.50	9.67
1.45	.96 $\frac{1}{2}$	15.00	10.00
1.50	1.00	16.00	10.67
1.65	1.10	16.50	11.00
1.70	1.13 $\frac{1}{4}$	17.00	11.34
1.90	1.26 $\frac{1}{2}$	17.50	11.67
2.00	1.33 $\frac{1}{4}$	18.00	12.00
2.20	1.46 $\frac{1}{2}$	19.00	12.67
2.25	1.50	20.00	13.34
2.50	1.66 $\frac{1}{2}$	22.00	14.67
2.60	1.73 $\frac{1}{4}$	22.50	15.00
2.75	1.83	25.00	16.67
2.80	1.86 $\frac{1}{2}$	26.00	17.34
3.00	2.00	27.50	18.33
3.10	2.06 $\frac{1}{2}$	28.00	18.67
3.25	2.16 $\frac{1}{2}$	30.00	20.00
3.40	2.26 $\frac{1}{2}$	31.00	20.67
3.50	2.33 $\frac{1}{4}$	34.00	22.67
3.70	2.46 $\frac{1}{2}$	35.00	23.34
3.75	2.50	36.00	24.00
4.00	2.66 $\frac{1}{2}$	37.00	24.33
4.50	3.00	37.50	25.00

RETAIL PRICE	LESS 33 $\frac{1}{3}$ %	RETAIL PRICE	LESS 33 $\frac{1}{3}$ %
40.00	26.67	70.00	46.67
42.50	28.34	72.00	48.00
44.00	29.34	75.00	50.00
45.00	30.00	80.00	53.34
47.00	31.34	81.00	54.00
47.50	31.67	82.00	54.67
50.00	33.34	82.50	55.00
52.00	34.67	85.00	56.67
52.50	35.00	87.50	58.34
55.00	36.67	90.00	60.00
56.00	37.34	92.50	61.67
60.00	40.00	93.50	62.34
62.50	41.67	95.00	63.34
65.00	43.34	97.00	64.67
67.00	44.67	97.50	65.00
67.50	45.00	100.00	66.67

QUANTITY DISCOUNT

WHEREVER possible, on orders of sufficient volume of well balanced assortments, we will allow a special discount based upon the materials wanted and size of order. Send in your list of total requirements and we will give you our best figure.

PROFIT

Figure Costs—Do Not Sell too Cheaply!

WE BELIEVE too much business has been done at little profit or at a loss, and in presenting our 1934 spring price list in retail form, we have endeavored to give our wholesale customers (who take the bulk of our production) an opportunity to easily figure their selling prices at a profit, realizing that they are being covered by a mark-up of 50%.

FOR EXAMPLE—A retail price of \$1.50 less 33 $\frac{1}{3}$ % is \$1.00—add a mark-up of 50% and you have \$1.50.

This is suggested as the minimum percentage that will permit you to handle the stock, pay your overhead, taxes, and include a modest profit. It really should be higher, but in these days of keen competition it is better to take half a loaf instead of none. This whole set-up is the result of long, careful planning. We will appreciate your comments and welcome any constructive criticism.

PRINCETON NURSERIES

Dept. of WM. FLEMER SONS, INC.

